Challenges

- Poor public realm
- Poor road safety
- Pedestrian congestion
- Poor air quality
- Evolving retail trends
Background

- WCC decision not to progress the TfL sponsored pedestrianisation scheme
- Development of alternative Oxford Street District Place Strategy
- Public consultation on Place Strategy end of 2018

Concerns considered and addressed

- WCC residents
- WCC businesses

- Strongly support
- Tend to support
- Neither
- Tend to oppose
- Strongly oppose
- Don't know

Work in Progress July 2019
Progress to date

10/18  Place Strategy
11/18  Public consultation
03/19  Outline business case
03/19  Draft concept design & traffic modelling
10/19  Draft concept design & traffic modelling

Autumn /19  Stakeholder engagement on concept design
Winter /19  Modelling approval & design development

Traffic management order consultation

Construction – early work packages*

*early work packages – Ramillies project will be the first. Others to be programmed in.

Work in Progress July 2019
Principles

- Make the district inclusive, accessible and liveable
- Improve air quality
- Improve safety
- Take immediate steps to address management
- Prioritise pedestrians and value every space
- Make the district better for cycling
- Support economic growth across the district and promote innovation and experimentation
- Design for flexibility
- Build from existing and connect the whole district
- Create beautifully designed streets, gateways and a diversity of public spaces across the district
- Take every opportunity to add additional trees and planting, creating new green spaces and revitalising the garden squares
- Enrich the cultural life & identity of the district

Oxford Street

- Diversify land use and extend the life of Oxford Street
- Make Oxford Street spectacular
- Embrace Oxford Street’s role as an important sustainable transport corridor for the West End

Work in Progress July 2019
Flexible Approach

Peak times for pedestrians Midday - 7pm. Proposed widened footways will be adequate at other times (except Oxford Circus)

- Proposed traffic restrictions Midday – 7pm
- Maintain vehicle access morning and evening
- Improved access for loading on street in the morning
- Full access for taxis and private hire on Oxford Street in the evening to support night-time economy
Benefits - Streetscape

The Oxford Street “flexible design approach” future proofs for expected increase in pedestrians

Illustration of footway widening – Bond Street station

Work in Progress July 2019
Benefits - Streetscape

Wider footways, new paving, lighting, planting and public realm spaces will transform the street experience.
Benefits - Streetscape

New and improved pedestrian crossings, reduced traffic, reduced vehicle speeds & reduced noise & air pollution will make Oxford Street a safer, easier and more comfortable place to walk.
Benefits – Public Transport

Bus services will be retained on Oxford street but with lower numbers, reduced speeds, lower emissions and a lower requirement for infrastructure (shelters). Journey times expected to improve.
Benefits - Cycling

A coherent and comprehensive network of safe and comfortable streets for cycling

Cyclists permitted on Oxford Street

Work in Progress July 2019
# Headline Benefits

<table>
<thead>
<tr>
<th>Criteria</th>
<th>OSD total</th>
<th>Group 1 (ABC)</th>
<th>Group 2 (DEF)</th>
<th>Group 3 (GHI)</th>
<th>Sustainable streets scheme</th>
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<tbody>
<tr>
<td>Number of new pedestrian crossings</td>
<td>57</td>
<td>10</td>
<td>15</td>
<td>12</td>
<td>20</td>
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<tr>
<td>Number of improved pedestrian crossings</td>
<td>103</td>
<td>24</td>
<td>38</td>
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<td>Area of new pedestrian priority space (sqm)</td>
<td>18,374m²</td>
<td>981m²</td>
<td>7652m²</td>
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<td>Area of new footway (sqm)</td>
<td>22,340m²*</td>
<td>3,568m²</td>
<td>9073m²</td>
<td>6682m²</td>
<td>3017m²</td>
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<tr>
<td>Number of bus stops retained on Oxford Street</td>
<td>15</td>
<td>7</td>
<td>4</td>
<td>4</td>
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<td>Metres of enhanced cycling streets</td>
<td>13,904m</td>
<td>2,378m</td>
<td>1,660m</td>
<td>4,160m</td>
<td>5,706m</td>
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<td>Predicted annual road casualty saving</td>
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<td>-29.3</td>
<td>-24.5</td>
<td>-17.6</td>
<td>-12.4</td>
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<td>Predicted annual fatal casualty saving</td>
<td>-0.7**</td>
<td>-0.1</td>
<td>-0.6</td>
<td>-0.0</td>
<td>-0.0</td>
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<td>Air quality benefits / impacts</td>
<td>Work in progress</td>
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<tr>
<td>Vehicle delay benefits / impacts</td>
<td>Work in progress</td>
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</tbody>
</table>

*Equivalent to two new Trafalgar Squares

**Equivalent to 7 fatal casualties saved per 10 year period – NB all casualty predictions are indicative based on analysis of current accident trends against expected benefits

Work in Progress July 2019
Freight & Servicing

Mayor’s Freight & Servicing Action Plan:
• 10% reduction in freight & servicing vehicles in central London during AM peak by 2026.

West End Partnership Delivery & Servicing Strategy:
• Reduce delivery & servicing vehicles across West End by 10%.
• Reduce delivery & servicing vehicles in key areas of importance (including Oxford Street) by 80% at peak visitor (pedestrian) times.

Oxford Street District Place Strategy:
• Enable essential deliveries and servicing for residents and businesses.
• Minimise the number of freight and servicing trips to contribute towards an overall vehicle reduction across the district.
• Manage essential delivery & servicing activity to improve safety, reduce air pollution and reduce impact on residents.
Access & Kerbside

- Goods vehicles will be permitted to use Oxford Street at times of day that do not conflict with high pedestrian use.
- More loading and servicing will be permitted and provided for on street during these times.
- We will apply a more consistent approach with access limited to buses and taxis between 12 noon – 7pm / 7 days – for most of Oxford Street.
- New restrictions on loading on residential side streets to reduce impact on residents.

Bond Street – loading permitted at specific times

Bond Street – reserved for pedestrians in the afternoon
Reduce. Remode. Retime.

We are committed to working with local businesses, landowners, BIDs and logistics companies to:

**REDUCE**
- e.g. micro consolidation, reverse logistics, waste consolidation

**REMODE**
- e.g. porterage, cargo bikes, ZLE vehicles

**RETIME**
- e.g. trial quiet night time deliveries

*How can we help reduce, remode or retime your freight & servicing?*

*Work in Progress July 2019*
For more information go to our website:

www.OSD.london

Get in touch via:

oxfordst@westminster.gov.uk